In the Claims

This listing of claims will replace all prior versions and listings of claims in the application.

1 – 35 (cancelled without prejudice)

36. (previously presented) An enterprise method, comprising:
using a computer to complete at least one of the steps of:
preparing data representative of an enterprise for processing,
transforming at least a portion of the data into a linear or nonlinear model of an enterprise market value by a category of value by completing a plurality of multivariate analyses that utilize said data,
identifying a tangible value contribution of each of one or more elements of value to a value of each of the categories of value using said model of enterprise market value, and
outputting said tangible value contributions
where the model of an enterprise market value by category of value comprises as many as three linear or nonlinear component of value models, an optional linear or nonlinear model of a market sentiment category of value and optionally one or more real option models.

37. (previously presented) The method of claim 36 that further comprises completing one or more activities selected from the group consisting of: using the tangible value contributions for each element of value to calculate a value for each element of value and creating a balance sheet report that includes the value for each of the elements of value and a value for each of one or more financial assets associated with the enterprise.

38. (previously presented) The method of claim 36, wherein a discount rate used in the models of the one or more real options comprises a base discount rate plus a risk factor for each of the elements of value that makes a causal contribution to the enterprise market value.

39. (previously presented) The method of claim 36, wherein the method further comprises completing the plurality of multivariate analyses that are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown

relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element impact summaries, identifying a best fit combination of a predictive model algorithm and one or more element of value impact summaries for modeling enterprise market value and each of the components of value, determining a net element impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element and combinations thereof.

40. (previously presented) The method of claim 39, wherein the predictive model algorithm is selected from the group consisting of neural network; classification and regression tree; generalized autoregressive conditional heteroskedasticity, regression; generalized additive; redundant regression network; rough-set analysis; Bayesian; multivariate adaptive regression spline and support vector method.

41. (previously presented) The method of claim 36, wherein the wherein the linear or nonlinear model of the enterprise market value by category of value further comprises a combination of one or more causal models selected from the group consisting of up to three predictive component of value models, one or more real option valuation models and a market sentiment model.

42. (previously presented) The method of claim 36, wherein the enterprise physically exists and the elements of value physically exist and are selected from the group consisting of customers, employees, processes and vendors.

43 - 45. (cancelled without prejudice)

46. (previously presented) A non-transitory program storage device readable by a computer, tangibly embodying a program of instructions executable by a processor in the computer to perform a series of steps, comprising:

preparing data representative of an organization for processing,

transforming at least a portion of the data into a linear or nonlinear model of each of one or more categories of an organization value that identify and output a tangible value contribution of each of one or more elements of value to a value of a current operation, a market sentiment category of value and optionally a real option category of value, and

reporting the value contribution of the elements of value using an electronic display or a paper document.

47. (previously presented) The program storage device of claim 46, wherein the organization physically exists and the elements of value physically exist and are selected from the group consisting of brands, channels, customers, employees, production equipment, vendors and combinations thereof.

48. (previously presented) The program storage device of claim 46, wherein the tangible value contribution for each of one or more elements of value to each of the one or more categories of value further comprises a direct element contribution to a category of value net of any element of value impacts on other elements of value.

49. (previously presented) The program storage device of claim 46, wherein determining the tangible value contribution for each of the one or more elements of value to the real option category of value further comprises:

identifying one or more elements of value that make a causal contribution to an organization market value,

computing a difference between a real option value calculated using a company cost of capital as the discount rate and a value calculated using a real option discount rate comprised of a base discount rate plus a risk factor for each element of value that makes a causal contribution to organization market value; and

assigning the value difference to the different elements of value based on their relative contribution to a calculated difference in the two discount rates.

50. (previously presented) The program storage device of claim 46, wherein the element of value contributions are identified by learning from the data.

51. (previously presented) The program storage device of claim 46, wherein a discount rate for a valuation of the real option category of value comprises a base discount rate plus a risk factor for each of the elements of value that makes a causal contribution to an organization market value.

52. (previously presented) The program storage device of claim 46, wherein determining the tangible value contribution for each of the one or more elements of value further comprises:

a) identifying one or more value drivers for each element of value,

b) developing one or more element impact summaries from said value drivers for an organization market value and each of one or more components of value,

c) identifying a best fit combination of the element impact summaries and a predictive model algorithm for modeling the organization market value and each of the components of value,

d) determining a relative strength for each of the elements of value causal to an organization market value change vis a vis competitors,

e) calculating a real option discount rate using the relative element strength information for the elements of value that support the real option,

f) calculating a real option value and identifying a contribution to real option value by element of value using said real option discount rate, and

g) identifying a net element of value contribution to the organization market value by category of value by combining the results from the processing completed in steps a through f.

53 - 54. (cancelled without prejudice)

55. (previously presented) A future market value method, comprising:

using a computer to complete at least one of the steps of:

preparing data representative of an organization for processing,

transforming at least a portion of the data into a linear or nonlinear model of each of one or more categories of an organization value,

calculating a tangible value contribution of each of one or more elements of value to a future market value and to a value of each of the categories of organization value using said model, and

outputting the tangible value contribution of each of the one or more elements of value to the future market value and to the value of each of the categories of organization value

where the categories of organization value comprise a current operation and a category of value selected from the group consisting of real options, market sentiment and combinations thereof.

56. (previously presented) The method of claim 55, wherein a discount rate for a valuation of the real option category of value comprises a base discount rate plus a risk factor for each of the elements of value that is causal to an organization market value.

57. (previously presented) The method of claim 55 that is enabled by the use of a flexible system architecture where said architecture further comprises data that has been integrated in accordance with a common xml schema and independent components of application software that can be combined to process said data as required to produce useful results.

58. (previously presented) The method of claim 55, wherein the contribution for each of the one or more elements of value to the value of each of the one or more categories of value further comprises a direct element of value contribution to the category of value net of any element of value impacts on other elements of value that contribute to said category of value.

59. (previously presented) The method of claim 55, wherein the linear or nonlinear models of the one or more categories of organization value further comprise causal models selected from the group consisting of predictive component of value models, predictive market value models, relative element strength models, real option discount rate models, real option valuation models, market sentiment models and combinations thereof.

60. (previously presented) The method of claim 55, wherein the organization physically exists and the elements of value physically exist and are selected from the group consisting of customers, employees, processes and vendors.

61 - 75. (cancelled without prejudice)

76. (previously presented) An enterprise system comprising a computer with a processor having circuitry to execute instructions; a storage device available to said processor with one or more sequences of instructions stored therein, which when executed cause the processor to:

prepare data representative of an enterprise for processing,

transform at least a portion of the data into a linear or nonlinear model of an enterprise market value by a category of value by completing a plurality of multivariate analyses that utilize said data,

identify a tangible value contribution of each of one or more elements of value to a value of each of the categories of value using said model of enterprise market value, and

output said tangible value contributions

where the model of an enterprise market value by category of value comprises up to three linear or nonlinear component of value models, an optional linear or nonlinear model of a market sentiment category of value and optionally one or more real option models.

77. (previously presented) The system of claim 76, wherein the sequence of instructions when executed cause the processor to complete one or more additional activities selected from the group consisting of: using the tangible value contributions for each element of value to calculate a value for each element of value and creating a balance sheet report that includes the value for each of the elements of value and a value for each of one or more financial assets.

78. (previously presented) The system of claim 76, wherein a discount rate used in the models of the one or more real options comprises a base discount rate plus a risk factor for each of the elements of value that makes a causal contribution to the enterprise market value.

79. (previously presented) The system of claim 76, wherein the enterprise physically exists and the elements of value physically exist where the elements of value are selected from the group consisting of customers, employees, processes and vendors.

80. (previously presented) The system of claim 76, wherein the linear or nonlinear model of the enterprise market value by category of value further comprises a combination of one or more causal models selected from the group consisting of up to three predictive component of value models, a real option valuation model and a market sentiment model.

81. (previously presented) The system of claim 76, wherein preparing the data for processing further comprises integrating said data in accordance with a common schema where the common schema is defined by a CORBA metadata or an xml metadata standard.

82. (previously presented) An enterprise management system comprising a computer with a processor having circuitry to execute instructions; a storage device available to said processor with one or more sequences of instructions stored therein, which when executed cause the processor to:

prepare data representative of an enterprise for processing,

transform at least a portion of the data into a linear or nonlinear model of each of one or more categories of an organization value that identify and output a tangible value contribution of each of one or more elements of value to a value of the categories of value, and

report the value contribution of the elements of value using an electronic display or a paper document

where the categories of value are a current operation, a market sentiment category of value and optionally a real option category of value.

83. (previously presented) The system of claim 82, wherein the enterprise physically exists and the elements of value physically exist where said elements of value are selected from the group consisting of customers, employees, production equipment, vendors and combinations thereof.

84. (previously presented) The system of claim 82, wherein the sequence of instructions when executed cause the processor to complete one or more additional activities selected from the group consisting of: using the tangible value contributions for each element of value to calculate a value for each element of value and creating a balance sheet report that includes the value for each of the elements of value and a value for each of one or more financial assets.

85. (previously presented) The system of claim 82, wherein the linear or nonlinear models of each of the one or more categories of organization value further comprises one or more causal models.

86. (previously presented) The system of claim 82, wherein the tangible value contribution for each of one or more elements of value to each of the one or more categories of value further comprises a direct element contribution to the category of value net of any element of value impacts on other elements of value.

87. (previously presented) The system of claim 82, wherein determining the tangible value contribution for each of the one or more elements of value to the real option category of value further comprises:

identifying the one or more elements of value that make a causal contribution to an organization market value,

computing a difference between a real option value calculated using a company cost of capital as a real option discount rate and the real option value calculated using a base discount rate plus a risk factor for each element of value that makes a causal contribution to the organization market value as the real option discount rate; and

assigning the value difference to each of the different elements of value based on their relative contribution to a calculated difference in the two discount rates.

88. (previously presented) A non-transitory program storage device readable by a computer, tangibly embodying a program of instructions executable by a processor in the computer to perform a series of analysis steps, comprising:

preparing data representative of an enterprise for processing,

transforming at least a portion of the data into a linear or nonlinear model of each of one or more categories of an enterprise value,

calculating a tangible value contribution of each of one or more elements of value to a future market value and to a value of each of the categories of enterprise value using said model, and

outputting the tangible value contribution of each of the one or more elements of value to the future market value and to the value of each of the categories of enterprise value

where the model of an enterprise market value by category of value comprises up to three linear or nonlinear component of value models, an optional linear or nonlinear model of a market sentiment category of value and optionally one or more real option models.

89. (previously presented) The program storage device of claim 88, wherein a discount rate for the models of the one or more real options comprises a base discount rate plus a risk factor for each of the elements of value that are causal to the enterprise market value.

90. (previously presented) The program storage device of claim 88, wherein the program of instructions when executed cause the processor to complete one or more additional activities selected from the group consisting of: using the tangible value contributions for each element of value to calculate a value for each element of value and creating a balance sheet report that

includes the value for each of the elements of value and a value for each of one or more financial assets.

91. (previously presented) The program storage device of claim 88, wherein the contribution for each of the one or more elements of value to the value of each of the one or more categories of value further comprises a direct element of value contribution to the category of value net of any element of value impacts on other elements of value that contribute to said category of value.

92. (previously presented) The program storage device of claim 88, wherein the models of each of the one or more categories of organization value further comprises one or more causal models.

93. (previously presented) The program storage device of claim 88, wherein the enterprise physically exists and the elements of value physically exist where said elements of value are selected from the group consisting of customers, employees, processes and vendors.